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E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

AWARDS

Time Magazine	"Coolest Invention 2002"	18 Nov 2002
The Chicago Athenaeum	"GOOD DESIGN Award for 2003	15 Dec 2003

18 November 2002

"Coolest Inventions 2002"



tarantino
furniture

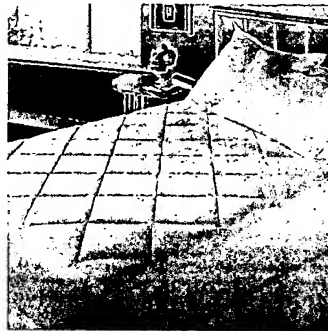
1423 Main St Millstone NJ 08844
www.tarantinostudio.com

around the house

TAKE A SEAT

No one ever bothers to reinvent the wheel, but chairs are another matter. Take the new EVA DVA Child Chairs, for example. Made of the same soft, nontoxic foam used in athletic mats, they come in vibrant colors and can be stacked like oversized blocks to create free-form sculptures or geometric room partitions. Available in 12 color combinations, including orange-red, green-blue and yellow-gray, the chairs are designed for children ages 3 to 6 but are supposed to be sturdy enough to hold adults weighing as much as 300 lbs. That might be a tight squeeze.

INVENTORS Lawrence and Sharon Tarantino, Tarantino Furniture
AVAILABILITY Now, \$80 a chair
TO LEARN MORE www.evadva.com



UNDER COVER

Are you having a love-hate affair with your blankets? Do you throw them off at 2 a.m. because you're too hot and then desperately cocoon at 6 a.m. to warm up? Perhaps you need Outlast's new Adaptive Comfort bedding. It introduces climate control where it counts—under the covers. The pillow, mattress pad and duvet cover look quite conventional—boring even, as they come only in white. But each is sewn with a layer of tiny capsules, called thermacules, that absorb, store and release heat as needed to regulate temperature. A version of this "phase change" material, originally developed for NASA for use in astronaut gloves, has appeared in ski boots, ski helmets and other cold-weather gear.

INVENTOR Outlast Technologies
AVAILABILITY Now, \$20 to \$100
TO LEARN MORE www.outlast.com



THE CHICAGO ATHENAEUM

DECEMBER 15, 2003

via FAX +908/359-0473

Ms. Sharon Tarantino
TARANTINO FURNITURE
1423 Main Street
Millstone, NJ 08844

Dear Ms. Tarantino:

The Chicago Athenaeum: Museum of Architecture and Design is pleased to announce that your firm has won a **GOOD DESIGN™** Award for 2003 for the following:

- EVA DVA Child's Chair designed by Tarantino Studio of 2001-2002.

As you may know, the Museum's historic **GOOD DESIGN** program was founded in Chicago in 1950 by Edgar J. Kaufmann, Jr. with the participation of some of America's most important designers: Eero Saarinen, and Charles and Ray Eames, Alexander Girard, George Nelson, Florence Knoll, Harry Bretoia, Finn Juhl, and Russel Wright—the pioneering greats of American and modern design.

GOOD DESIGN remains the oldest and most important design competition worldwide.

This year, the Museum received hundreds of submissions (from an airplane to a paper clip) from all over the world for this awards program. The jury selected over 150 products worthy of the **GOOD DESIGN** Award for product distinction.

All awards and winners will be posted on the Museum's website at chi-athenaeum.org January 31.

As a recipient of the **GOOD DESIGN** Award, we will invite you to send two (2) chairs for the exhibition at The Chicago Athenaeum. (Please see attached sheet.) After the exhibition, the product or products will be accessioned into the Museum's Permanent Design Collection.

You may announce that your product or products have won a 2003 **GOOD DESIGN** Award in your press and marketing materials.

If you would like to use the Museum's **GOOD DESIGN Logo** on your website or for your marketing, advertising, literature, and promotion materials, you may do so by entering into a licensing agreement with the Museum. A two-year license is \$1,000 U.S.D.

Again, congratulations for receiving the Museum's prestigious **GOOD DESIGN** Award.

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Ms. Sharon Tarantino
Page Two
December 15, 2003

If you have any questions, please contact Joseph L. Maffit at 815/777-4444.

Sincerely,

A handwritten signature in black ink, appearing to be 'Ioannis Karalias', written over a horizontal line.

Ioannis Karalias, Architect
Museum Vice Vice President
THE CHICAGO ATHENAEUM

FAX FOUR PAGES TOTAL:

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E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

PRESENT SALES & MARKETING DATA

CATALOGS

Design Ideas (Present Manufacturer and Distributor)
Museum of Modern Art
FAO Schwarz Inc.
Uncommon Goods
Chiasso
RISD Works

PRESENT SALES & MARKETS

• **Design Stores and Catalogs**

The EVA DVA chair and bench is currently being sold across the country to over 100 design, furniture and museum shops, as well as specialty catalogs at a wholesale price of \$30.00. Over 1000 chairs and benches were sold in the first six months of the product introduction in May 2002. Many well-known prestigious stores have included the chairs in their catalogs, i.e. the Museum of Modern Art, Design Within Reach and Chiasso. Additionally, FAO Schwarz and MoMA selected EVA DVA for their holiday windows and catalogs. In July 2003, a licensing agreement was entered into with Design Ideas, a manufacturer and distributor located in Springfield, Illinois. Design Ideas purchased the remaining inventory of 1000 pieces and is presently expanding the distribution globally. Since July 2003 Design Ideas has sold all 1000 inventory units, as well as an additional new inventory.

• **Architects and Designers**

Additional markets are being pursued through architects and designers. Over 500 designers have expressed interest in receiving product literature during the International Contemporary Furniture Fair in NYC. Architectural firms have already specified chairs for use in the St. James Hotel, San Jose Public Library system, as well as public children's space in a NYC, which included two residential buildings and a school. Also, chairs have been specified for the public children's room for New York City's first high-rise residential green building presently under construction at Battery Park City.

• **Daycare, libraries etc.**

Direct marketing is being considered to daycare, schools, libraries, doctor's offices and hospitals. Bright Horizons, a corporate daycare provider with over 450 locations plan to purchase the chairs for their facilities within the next few months.

E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

FUTURE MARKETS

1. Worldwide Distribution - currently a test market is being conducted in Asian and Europe through our manufacturing/distribution agent.

Through the Time Magazine it has been determined that there is significant interest globally.

2. Pottery Barn Kids - 2 chairs @ 60 stores per week = 6,240 chairs per year
3. Target - 1107 stores in 47 states (1 chair/store/week = 57,564 chairs per year
4. Crate & Barrel - 1 chair @ 115 stores per week = 5,980 per year

Design Ideas Catalog

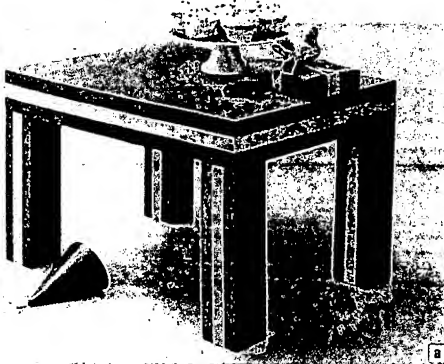
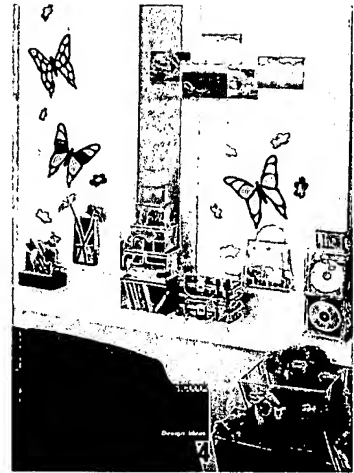
basic book 2004

page 191-2

22

t a r a n t i n o
f u r n i t u r e

1423 Main St Millstone NJ 08844
www.tarentinostudio.com



a: Tarantino Collection.

These tables, chairs and benches are expertly cut from soft, sturdy EVA foam – the same material that you'll find inside your athletic shoes. The foam makes them comfortable, safe, lightweight, durable, strong and washable. You'll find that their child-size proportions belie their strength – each piece can support a weight up to 300 pounds. Tarantino Tables, Chairs and Benches are equally happy indoors and outside. Modularity allows all three pieces to stack together. So go ahead, take a seat, rest your feet, stack them like blocks, make a sculpture or create a room divider. Bench and chair patterns are assorted; for example, in a selling quantity you will receive one blue/green chair and one green/blue chair. The only distinction is the color of the first stripe.

539257 Tarantino Bench (blue/green assorted)
14 x 13 x 10.6

sq2 mp2 \$20.00

539217 Tarantino Chair (blue/green assorted)

539216 Tarantino Chair (red/orange assorted)

14 x 13 x 17.5

sq2 mp2 \$30.00

539227 Tarantino Table (blue/green)

539226 Tarantino Table (red/orange)

28.3 x 21.3 x 17.7

sq1 mp1 \$50.00

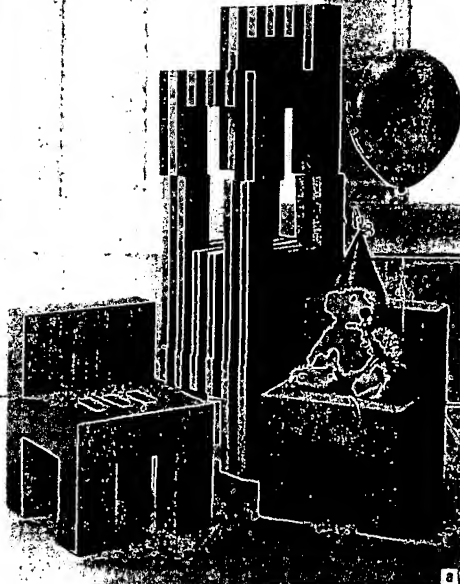
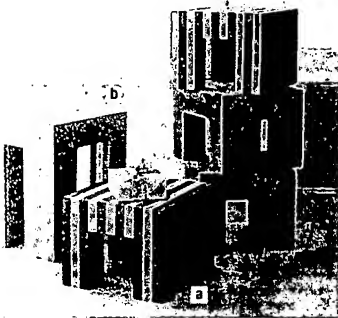
b: Tarantino Stool. (2/104)

It's a pity to see a bunch of adults sitting around on little kids' chairs. We just can't keep the grown-ups off our Tarantino Benches for children. They're too fun, too soft, too inviting. So, for the sake of our kids, we're introducing this Tarantino Stool. Like the child-size Bench, this stool is durable, strong and washable. But its longer legs and sophisticated colors are more appropriate for the over-3-foot-tall crowd.

539298 Tarantino Stool (gray/white assorted)

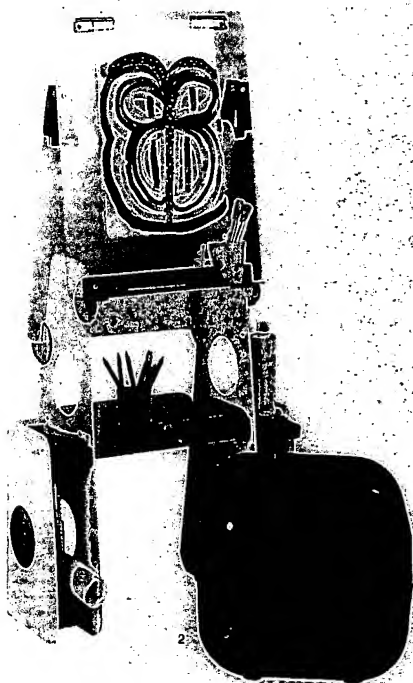
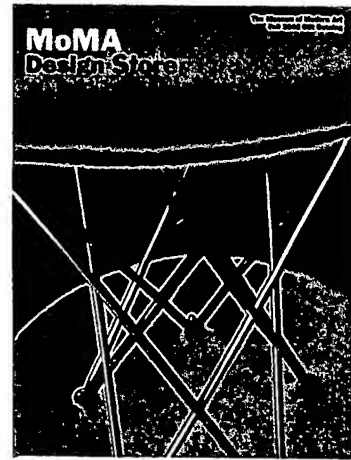
14 x 13 x 17.7

sq2 mp2 \$40.00



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1 CHILDREN'S EASEL Alla Kazovsky, 2002

This easel inspires budding young artists to express their creativity. The sleek design includes numerous built-in features: colorful translucent sliding drawers and art-supply trays, vertical storage for pads and paper, drawing boards with clips, and a paper-roll holder with 100 feet of paper. The work surfaces are independently height-adjustable to accommodate children of varying ages. Made in the USA of plastic. Simple assembly required. 46 1/2" h x 24" w x 16" d. Cannot be gift-wrapped.

45483 \$185.00 Members \$166.50

2 PEBBLES STORAGE STOOL Marcel Wanders, 2001

With this design, Wanders recalls the original stool—a rounded stone—but adds his modern touch, using innovative technology and luminescent, transparent material. He strives to create furniture pieces that serve many purposes and this creation delivers—it may be used as a stool, side table, or a storage unit, simply by removing the top. Besides being flexible, rotating wheels make it mobile. Made in Italy of Styrolux polystyrene. 14 1/2" h x 16 1/2" sq. Cannot be gift-wrapped.

45498 Blue 45499 Smoke gray (not shown) \$110.00 Members \$89.00

3 STRIPED FOAM CHAIR Lawrence and Sheron Tarantino, 2000

This husband-and-wife team found EVA closed-cell foam to be the ideal material for children's furniture. It is lightweight, durable, and comfortably supports the human form, and is resistant to moisture, dirt, and bacteria. Suitable for indoor or outdoor use, the two-tone, striped chairs have a modular design that allows them to be stacked in a variety of forms. For ages three through six. 17" h x 13" w x 14 1/2" d. Cannot be gift-wrapped.

45538 Red/Orange 45539 Blue/Green \$80.00 each Members \$72.00

4 CHILDREN'S BENTWOOD FURNITURE Eric Pfeiffer, 2001

Pfeiffer took inspiration from his young daughter when designing these playful yet durable pieces that introduce bentwood furniture into the children's realm. Noticing that she always sat perched on the edge of her seat, he set out to fashion "a stool with a handle." The short, round table has a chalkboard as a top, with a bowl in the center for storing chalk and erasers. The surface is a linoleum material, which is more durable than traditional slate. Both are made of birch veneer in Latvia. Cannot be gift-wrapped.

44661 Table, 18" x 30" diam. \$199.00 Members \$179.10

45579 Set of two chairs, each 20" x 30" w x 11" d \$195.00 Members \$175.50

Additional shipping charge of \$10.00 per table and \$10.00 per set of chairs.

5 CHILDREN'S FLATWARE

This flatware set offers a sophisticated design that is comfortable for little hands. The four-piece set is sure to be treasured through many generations. Made of polished Cromargan® 18/10 stainless steel, it is dishwasher safe.

42569 \$37.50 Members \$33.75

6 HOUSE OF CARDS Charles and Ray Eames, 1954

MoMA Design Collection
The famed designers' picture card/building decks have become universal favorites for adults and children alike. Every card depicts a familiar object from the animal, mineral, or vegetable kingdom. Six slots on each card interlock for building. Charles and Ray Eames Design. Made in Germany. For ages five and up.

1671 Small, 54 cards, 3 1/4" x 2 1/4" each \$20.00 Members \$18.00

1918 Medium (not shown), 32 cards, 4 1/4" x 6 1/4" each \$28.95

Members \$26.05

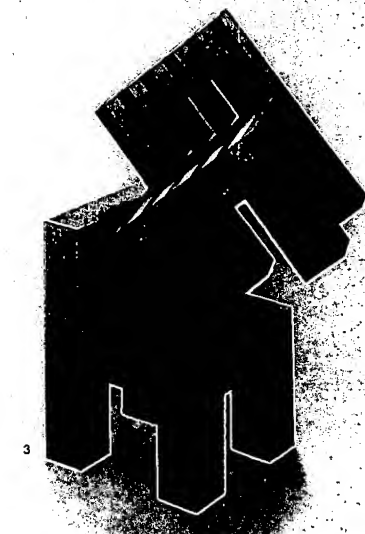
7 MY REAL KITCHEN Group Bercet, 2001

It looks, sounds, and smells like the real thing. This realistically styled play kitchen has an electronic "burner" that creates the sounds of steaming, boiling, and frying, and comes with five scented foods. The modular design and adjustable height accommodate aspiring chefs ages three and up. The stove has an oven and a hood with hooks for hanging utensils. There is a refrigerator, sink, and, as in any modern kitchen, a dishwasher. A built-in storage area houses the 40 accessories, which include cookware, dishes, and utensils. Made in France of heavy-duty plastic. Requires two AA batteries (not included). Simple assembly required. 63" h x 44 1/2" w x 13 1/2" d. Cannot be gift-wrapped. MoMA exclusive

45516 \$185.00 Members \$166.50

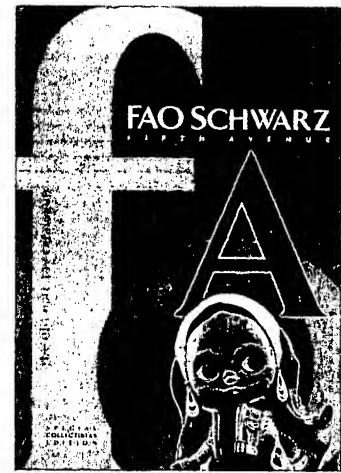
Available October 15.

Additional shipping charge of \$10.00 per kitchen set.



Shop online at www.momastore.org

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19

tarantino
furniture

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www.tarantinostudio.com

THE ULTIMATE TOY CATALOGUE

exclusive

A ART TECH GALLERY CASE. A full-size full 10-minute gallery case. Includes six brushes, spindle oil, linseed oil, a large paint palette, small palette knife, watercolor tray, twenty-four water soluble pencils and charcoal, red, green, and yellow color, oil, and acrylic paint tubes. Ages 10 and up. 823813 \$99.

exclusive

B ART TECH ARTIST'S TRUNK. A sturdy aluminum case with three drawers filled with twenty color markers, thirty pastel crayons, watercolor paint tubes, colored pencils, four paint brushes, an art pad, mixing bag, artist's cap and more. Ages 10 and up. 823814 \$99.

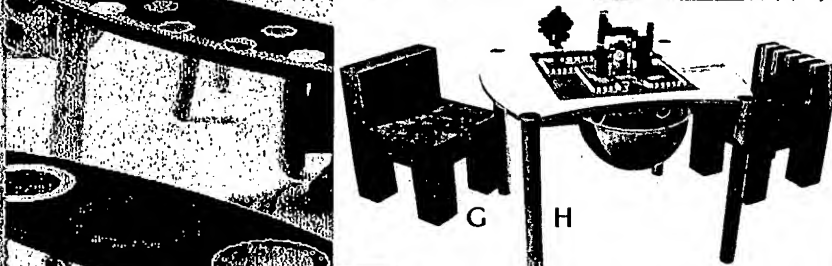
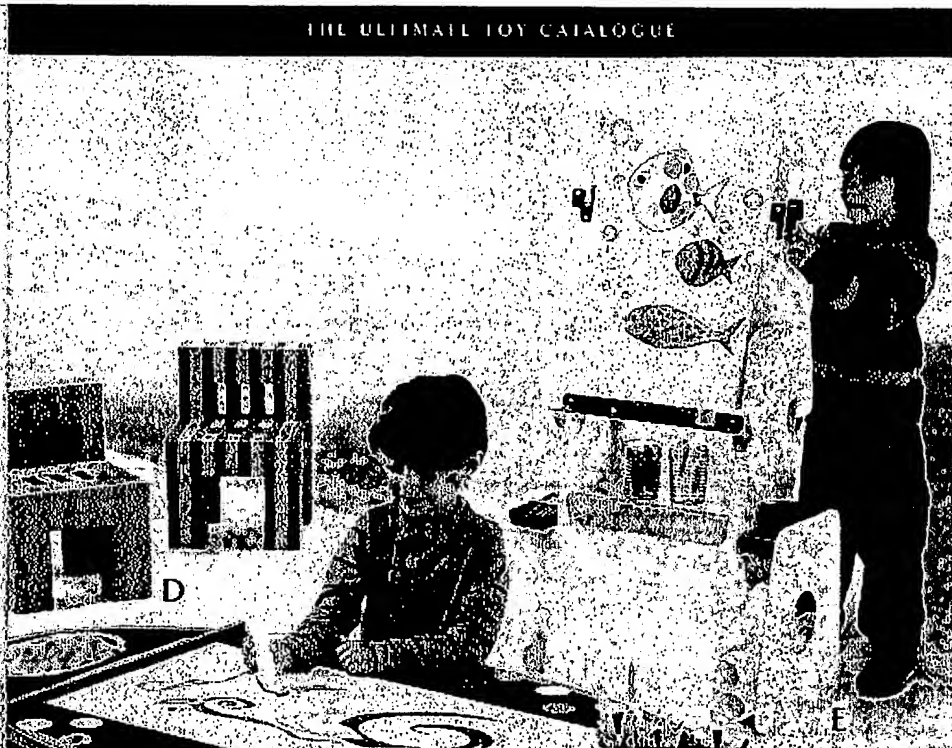
exclusive

C PORTABLE EASEL. Locks like a trunk case, opens up into an easel. A chalk board on one side and dry-erase board on the other, along with a full-size 75-page artist's book. Includes sixteen markers, sixteen crayons, a watercolor palette, twelve colored pencils, plus chalk, scissors, erasers and construction paper. Ages 6 and up. 818006 \$29.95.

D STRIPED FOAM CHAIR. Resistant to dirt, moisture and bacteria, these colorful foam chairs are lightweight and incredibly durable. They feature a nifty modular design that allows the chairs to be stacked in a variety of ways, and they can be used indoors and out. 13 1/2" x 14" x 17 1/2". Ages 3 and up. \$60 each. BLUE/GREEN 821972. RED/ORANGE 821923.

E CHILDREN'S EASEL & ART CART. A very funny, very cool, very adjustable novel that keeps all your art supplies close at hand. Colorful illustrations and drawings, bags and drawing board, metal clips and a paper holder with 100 red and blue paper. Ages 3 and up. 823501 \$200.

F ART TABLE. A colorful table with a chalkboard surface, three recessed cup holders and a pinned canvas storage bag. A paper roll holder is included. Includes 18 markers, one feeds through the top. Matching benches have side handles. Includes 8 jumbo watercolor, 10 colored pencils, 9 jumbo colored pencils, 12 jumbo crayons. Simple assembly. Table measures 52 1/2" x 27 1/2" x 18 1/2". Bench is 32 1/2" x 27 1/2" x 17 1/2". Ages 3 - 6. 823707 \$195.



G STRIPED FOAM CHAIR. See page 35 for chairs.

exclusive
H LEGO BUILDING DESK. One side is a LEGO building surface; the reverse a writing desk for planning your designs and, um, homework. Wood construction; storage bins for LEGO bricks. LEGO bricks not included. 821920 \$184.95.

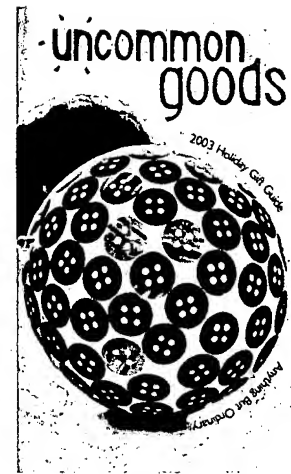
FAO.COM

creative.

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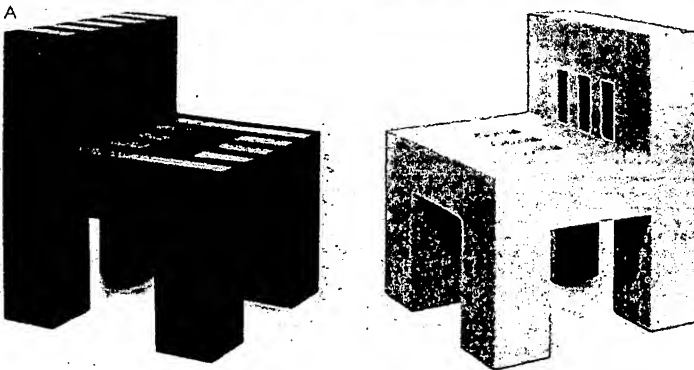
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20

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A | Foam Throne

These children's chairs exude so much style, you'll want them for yourself. Made from soft, safe foam that's perfect for your little prince or princess, but thick enough to support an adult for the occasional tea

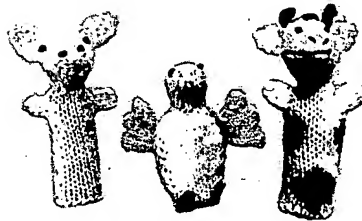
party. Red and blue sold separately. 13" L x 14" W x 17.5" H. Ages 2-8.

12877 \$60

B | Alphabet Soap

This clever soap turns a bath into a spelling bee. With 32 cleansing letters, this vegetable-based soap teaches the ABCs while it cleans those dirty knees. Comes with an "A-B-C" wash cloth and an extra set of vowels in a reusable container. 2 lbs. of soap. Container: 10" H x 6" Diameter.

12724 \$32



Knit finger puppets on page 63, or visit www.UncommonGoods.com for more great kids items.

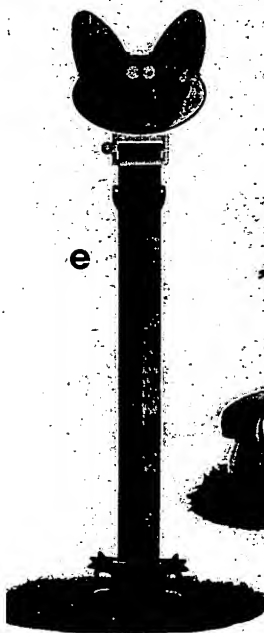


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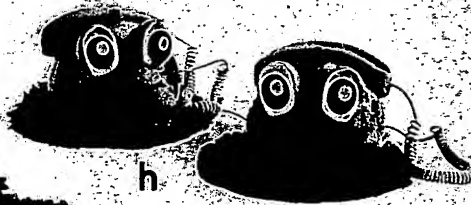
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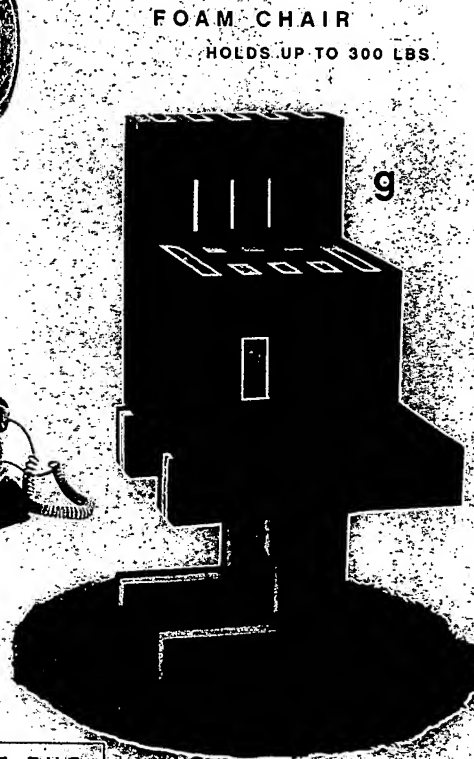
CALL 1-800-654-3570 or ORDER ONLINE @ chiasso.com



VOICE CHANGER



JUMPING FROG
INTERCOM
SET



FOAM CHAIR
HOLDS UP TO 300 LBS.

f. VOICE CHANGER Three choices of voices! Speak through this megaphone and come out sounding like a monster, a robot, or a different little kid! Can also amplify your normal voice. Durable plastic. Uses one 9V battery, not included. For ages 3 and up. 8" h x 8" l. #301-0262 \$22

new g. FOAM CHAIR Soft, durable, and washable. It's lightweight so kids can carry it around, but strong enough to hold up to 300 lbs. Stackable. 18" h x 13" w x 14" d. #303-0112 \$85 each. Select stores only.

h. JUMPING FROG INTERCOM SET: Each froggy rings and jumps when called by the other. Joined by their 30-ft. connecting cord, they feature large call buttons and telephone handsets with coil cords. Durable, wipe-clean plastic. Use two 9V batteries, not included. Recommended for children age 5 and up. Each 4 5/8" h x 5 1/2" diameter. #301-0327 \$32 set of two

new i. I. IMAGINE THE FUN WHEN THESE GET UNWRAPPED! WADDLEWUMPS Set of 3

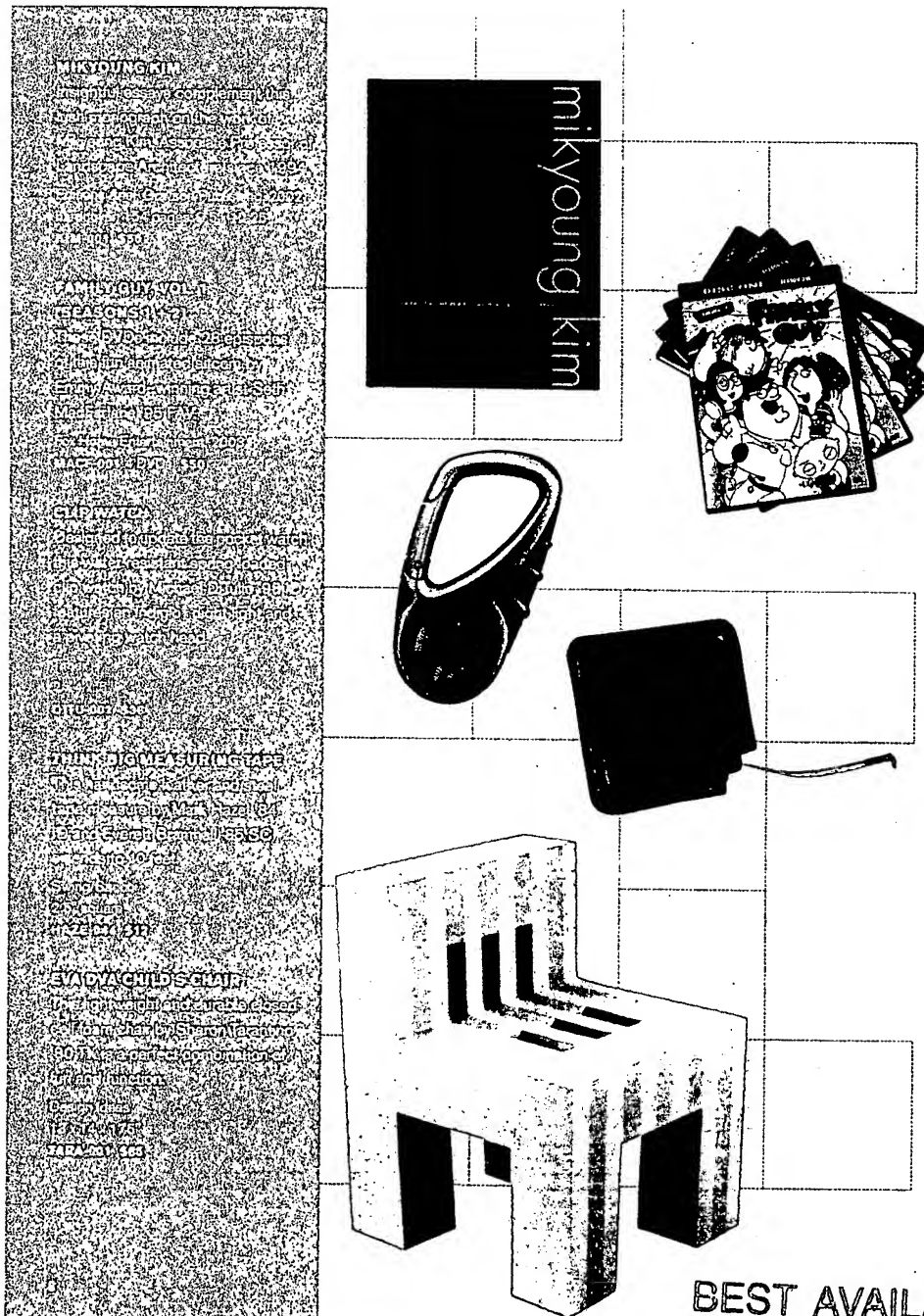
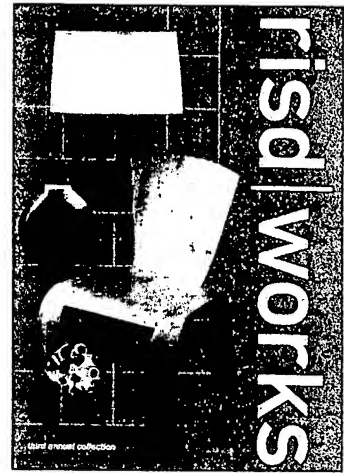
supremely-simple-to-operate, marionette-like puppets team up to improve kids' hand-eye coordination and vastly expand their powers of imagination. It's easy to make Beakly Swoopelo (blue bird), Embers Pyrolia (dragon), and Pawlitta Duggerby (dog) walk, fly, gesture, and even dance! Each furry friend is 16" h. For ages 5 and up. #301-0347 \$60 (set of 3)



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E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

“CONSUMER BUYING TRENDS SURVEY”

REPORT by Kids Today

Professional Organization for Manufacturers in the Juvenile Furniture Industry
July 2003

Provides 2002-2003 sales statistics for youth furniture

By the Numbers

Consumer buying trends

Infant/nursery furniture

High Point — About 1.4 million U.S. households plan to purchase infant and nursery furniture this year. If households spend as planned, they will shell out almost \$900 million on the category.

While cribs are the most likely infant furniture purchase, the Consumer Buying Trends Survey did not specify beyond "infant/nursery furniture." Some households might be looking for just a crib, while others might have any combination of a crib, changing table, dresser and rocking chair on their shopping lists.

With this caveat in mind, infant furniture shoppers in 2003 appear to have bigger budgets than those who bought in 2002. Nationally, households plan to spend a median of \$200 for their infant purchase. That's \$50 more than the median spending for infant furniture in both 2002 and 2000.

Last year, 55% of households spend under \$200 on their infant purchase. This year only 35% of households say they plan to spend under \$200, and another 35% are planning to spend between \$200 and \$499.

Households that plan to buy infant, also plan to buy ...

Decorative accessories	29.9%
Wall décor	20.3
Lamp	19.0
Area rug	16.7

As might be expected, planned spending rises with income. Median planned spend is:

- \$100 or \$150 for households with incomes under \$30,000
- \$200 for households with incomes between \$30,000 to \$59,999
- \$300 for households with incomes between \$60,000 to \$74,999
- \$400 or \$450 for households with incomes of \$75,000 or more.

In fact, if they stick to their buying plans, households with incomes of \$75,000 or more will account for more than one-fourth of infant furniture spending.

Not surprisingly, young couples and young parents are the most likely infant shoppers. Together, these two groups comprise 58% of the households shopping for infant furniture.

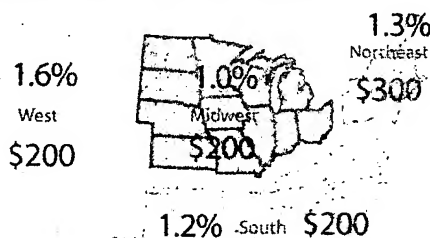
Compared to their numbers in the population, young couples are 4.1 times more likely to be in the market for infant furniture and young parents are 2.9 times more likely. Young couples have budgeted a median of \$500, while young parents have set aside a median of \$200.

Household heads who are 55 or older — possible grandparents — comprise over one-tenth this year's infant furniture buying.

Percent of households that ...

Shopped for infant/nursery furniture in 2002	2.6%
Bought infant/nursery furniture in 2002	1.7
Plan to buy infant/nursery furniture in 2003	1.3

Percent of households that plan to buy infant/nursery furniture in 2003 and median budgets



The budget

percentage of households that	Spent in 2002	Plan to spend in 2003
Under \$50	10%	4%
\$50-\$99	19	10
\$100-\$199	26	21
\$200-\$299	12	21
\$300-\$499	14	14
\$500-\$999	12	17
\$1,000 or more	7	13

They are setting aside less than the national median, however. Those between 55 and 64 plan to spend a median of \$150 for infant furniture, while the 65-plus age group has set aside a median of \$80. ✕

Methodology

Kids Today's exclusive Consumer Buying Trends Survey presents a comprehensive look at the demographics of U.S. households that are shopping for and purchasing infant/nursery furniture, youth/teen bedroom and glider rockers.

The information comes from the responses of 31,505 households to a survey conducted in January. The profile of the responding households closely matches the demographic characteristics of all U.S. households. That, coupled with the large sample size (and a response rate of 63%), means that the data can be projected nationally with a margin of error less than 1%.

Kids Today had National Family Opinion, which maintains the largest consumer panel in the industry, poll 50,000 U.S. households to find out about

last year's shopping and purchasing patterns and buying plans for this year. The survey also gathered information on how much they spent and plan to spend on each product category.

The survey originally covered 25 home furnishings categories. Results for the furniture product categories were published in Furniture/Today's February 24, 2003, issue.

The survey did not distinguish between the purchase of new or second-hand furniture. The low end of each price range, in all likelihood, represents purchases at second-hand stores, tag sales and the like. In addition, the price data is more or less precise depending on the category. It's easy to indicate how much was paid for a glider rocker. However, for infant/nursery furniture, we do not know if the amount spent was only for a crib or for a crib, a changing table and a chest of drawers. ✕

Terms in this report

Households: All those living together in one housing unit, including family members or unrelated individuals.

Household income: Combined income of all household members.

Median: Divides the responses into two equal portions, half above and half below the median amount.

Census regions:

Northeast: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey

South: Maryland, Delaware, West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas

Midwest: North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Ohio, Michigan

West: Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, California, Arizona, New Mexico, Hawaii

Plan-to-buy index: A plan-to-buy index of 100 indicates that a demographic group is planning to buy a product in the same proportion as their presence in the sample. Any number over 100 indicates that the group will be buying a product at a rate higher than their presence in the population.

By the Numbers

Consumer buying trends

Minority infant buying

High Point — Two minority groups are high on the list of infant furniture shoppers this year. Both Hispanic and African-American households are buying at rates exceeding their numbers in the population.

This is especially important because, according to the 2000 Census, nearly one-third of the nation's population belongs to a minority group. It's also a trend that can be expected to continue because a large proportion of minority Americans are young and will be in child-bearing age brackets. In addition, some minority groups, Hispanics in particular, have historically had birth rates higher than other demographic groups.

The fast-growing Hispanic population is definitely a group to court. They are 1.9 times more likely to be in the market for infant products this year than their presence in the population would indicate. They have a plan-to-buy index of 192, the highest among racial and ethnic groups. (The plan-to-buy index compares the percentage of those in a demographic group planning to buy a product with its percentage in the population. If the percentage of the group planning to buy a product is the

same as its presence in the population, the index is 100).

Not only are Hispanic households more likely to be shopping for infant furniture, they are also planning to spend more than other ethnic groups. They have a median budget of \$300 — one-third higher than the national median. One-third of Hispanic households planning an infant furniture purchase have budgeted \$500 or more.

Hispanic households in the Midwest and West represent particularly strong prospects for infant furniture. In both regions they are shopping at rates more than three times their presence in the population.

African-Americans, about 12% of the nation's total population, have been growing more slowly than both the Hispanic and Asian-American population groups, but continue to be an important market to court. African-American households have a plan-to-buy index of 118 — meaning they are shopping for infant furniture at a rate nearly 1.2 times their presence in the population. Their budget matches the national median of \$200.

Asian Americans, currently comprising only about 4% of

the U.S. population, have been growing at rates faster than even Hispanics. Their higher incomes, the highest of any racial or eth-

nic group, may explain why their median planned budgets are also the highest, a median of \$325. ✕

According to the U.S. Census, minorities are defined as anyone who is not a "non-Hispanic White."

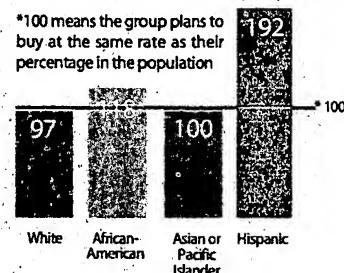
Median 2003 budgets

	Infant/nursery furniture
White	\$200
African-American	\$200
Asian or Pacific Islander	\$325
Hispanic	\$300



Infant plan-to-buy index

*100 means the group plans to buy at the same rate as their percentage in the population



A plan-to-buy index of 100 indicates that a demographic group is planning to buy a product in the same proportion as their presence in the population. Any number over 100 indicates that the group plans to buy a product at a rate higher than their presence in the population.

Infant plan-to-buy index, by region

	Northeast	Midwest	South	West
White	98	99	99	90
African-American	148	89	129	133
Asian or Pacific Islander	100	100	100	167
Hispanic	100	317	141	310

*100 means the group plans to buy at the same rate as their percentage in the population.

The luxury infant market

"Luxury infant is defined as \$500 or more."

High Point — Almost one-third of households shopping for infant furniture this year are looking at higher price points — that is, households planning to spend \$500 or more. More importantly, luxury infant purchases will amount to more than \$630 million — accounting for 71% of the total 2003 infant dollars.

So, who should retailers target as a luxury infant consumer?

Those with incomes of \$75,000 or more account for slightly more than one-half of 2003 planned spending at luxury price points, while households with incomes of \$100,000 or more account for 29%.

Education and employment, which are often in tandem with income, have a dominant role within the luxury infant market. More than half of the women and men shopping for luxury have either a four-year college degree or a graduate degree. And, nearly four-fifths of the women shopping at luxury price points hold down full-time jobs while

Luxury infant accounts for ...



another 8% have a part-time job.

Regionally, households in the Northeast and West plan to buy luxury infant at a greater rate this year than their midwestern and southern counterparts.

Two minority groups are also significant luxury shoppers. In fact, over one-third of all Hispanic infant purchases will be at the high-end this year. Hispanics plan to buy

Who's buying infant furniture at the high end?

- Over one-third of Hispanics who are purchasing infant this year plan to buy at the high end.
- Asian-Americans plan to buy luxury infant at a rate 2 times higher than their presence in the population.
- Only 8% of African-Americans plan to buy luxury infant this year.
- Over half of luxury infant buyers have household incomes of \$75,000 or more.
- Almost one-third of luxury infant buyers have household incomes of \$100,000 or more.
- Households in the Northeast and West will be buying luxury infant at a rate higher than their Southern and Midwestern counterparts.
- Almost three-fifths of luxury infant buyers are from Generation X.
- Almost one-quarter of luxury infant buyers are from Generation Y.
- About half of luxury infant buyers live in a large metropolitan area, with a population of 2 million or more.
- Slightly over half of the luxury buyers have either a 4-year college degree or a graduate degree.
- Four-fifths of luxury infant buyers have Internet access.

luxury infant at a rate 2.5 times greater than their presence in the population. The smaller but fast-growing Asian-

American households plan to buy at a rate 2.2 times greater than their presence in the population. ✕

Youth/teen bedroom furniture

High Point — More than 3.4 million households plan to buy youth and teen bedroom furniture in 2003. If these households spend as planned, they'll add nearly \$3 billion to youth furniture coffers.

Most of the households shopping for youth bedroom have kids that are 12 or under:

- 45% have kids between 1 and 5
- 47% have kids between 6 and 12
- 30% have kids between 13 and 18.

Nearly three-fourths of the households planning to buy youth bedroom this year are between the ages of 25 and 44. In fact, 44% of them are young parents. As might be expected because of their age, the incomes are also lower — more than one-half have annual incomes under \$50,000.

Nationally, households plan to spend a median of \$300. By region, households in the Northeast plan on spending the most, a median of \$500 and households in the Midwest plan to spend the least amount, a median of \$200.

As with infant furniture, the planned spending amount might be for one item or for several. The amount being budgeted for youth bedroom rises with household income, but not until household income reaches \$100,000 does the median budgeted amount hit the \$500 mark. Only 16% of households plan to spend \$1,000 or more.

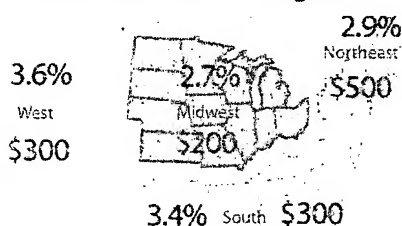
Minorities are excellent prospects for youth bedroom. Hispanics and African-Americans both plan to purchase youth at a rate two times higher than their presence in the population. The median budget for Hispanic households match the national median of \$300, while the median budget among African-American households is a bit less — \$275.

Almost one-third of youth bedroom shoppers are dual-income homes with both spouses working full-time. This translates into time-strapped families with higher incomes — two-fifths of dual-income homes shopping for youth have annual incomes of \$75,000 or more.

Percent of households that ...

Shopped for youth/teen bedroom in 2002	4.5%
Bought youth/teen bedroom in 2002	2.7
Plan to buy youth/teen bedroom in 2003	3.2

Percent of households that plan to buy youth/teen bedroom in 2003 and median budgets



The budget percentage of households that

	Spent in 2002	Plan to spend in 2003
Under \$100	21%	10%
\$100-\$199	17	16
\$200-\$299	13	19
\$300-\$499	17	17
\$500-\$599	5	13
\$600-\$999	12	9
\$1,000-\$1,999	10	12
\$2,000 or more	5	4

Chairs that swivel, rock, glide

High Point — This year, 2.2% of U.S. households — more than 2.4 million — plan to buy a chair that swivels, rocks or glides. This translates into potential spending of nearly \$1.5 billion.

The most popular price points fall between \$300 and \$599 — almost half of the households shopping for a glider rocker this year plan to spend in that range. In the West, where gliders are more popular, pocketbooks are opening wider. Western households plan to spend a median of \$400, compared with the national median of \$300.

Gliderers are frequently associated with the nursery. But the Consumer Buying Trends Survey reveals that only 10% of households that plan to buy nursery furniture this year also plan to buy a glider.

In fact, two-thirds of households planning to buy a glider rocker do not have children. Some, perhaps, are expecting their first.

Grandparent buying can also account for some of this phenomenon since more than one-third of households planning to buy a glider rocker are 55 or older. Another one-fourth of this year's glider shoppers are between 45 and 54. Older households plan to spend more — a median of \$400 for those between 45 and 64 and a median of \$350 for those 65 and older.

But the highest plan-to-buy indices are for heads of households under 35. Those under 25 are 2.5 times as likely to be shopping for a glider than their numbers in the population would indicate. The younger households have smaller budgets, however — a median of \$100 for the under-25 crowd and a median of \$250 for those between 25 and 34.

As with other kids categories, Hispanics are likely purchasers, shopping at a rate that exceeds their numbers in the population. Hispanic households have a plan-to-buy index of 117.

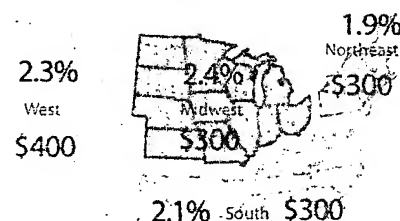
On the other hand, African-American households are not likely to be shopping for gliders. Their plan-to-buy index indicates that they are 15% less likely to be shopping for a glider than their numbers in the population might suggest. White households are slightly more likely to be shopping for gliders than their number in the population (a plan-to-buy index of 102).

Slightly more than three-fifths of glider shoppers have Internet access.

Percent of households that ...

Shopped for glider rockers in 2002	3.8%
Bought glider rockers in 2002	2.0
Plan to buy glider rockers in 2003	2.2

Percent of households that plan to buy glider rockers in 2003 and median budgets



The budget percentage of households that

	Spent in 2002	Plan to spend in 2003
Under \$100	20%	6%
\$100-\$199	13	15
\$200-\$299	15	17
\$300-\$399	16	18
\$400-\$499	11	14
\$500-\$599	7	15
\$600-\$999	13	11
\$1,000 or more	5	4

E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

PRESS (Partial List)

The New York Times	8 August 2002
The Washington Post	13 June 2002
Time Magazine	18 November 2002
Today Show	11 November 2002
Interni	January 2003
Casa Deco	Fall 2002
RISD Views	Spring 2003
Child Magazine	January 2003
Parenting Magazine	March 2003
Junior Magazine	May 2003
Step Inside Design	May 2003
Kids Today	August 2003
House & Garden	August 2003
Casa & Giardino	September 2003

"Lounging on a Jellybean, With a Little Bounce"

House and Home Section

08 August 2002

page F8

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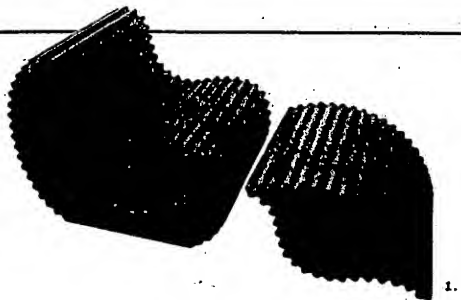
House & Home

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THURSDAY, AUGUST 8, 2002

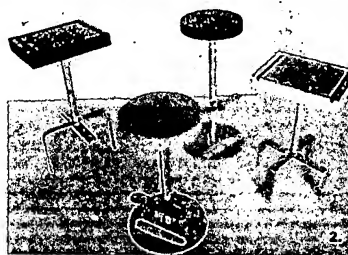
The New York Times

PERSONAL SHOPPER
Marianne Rohlich

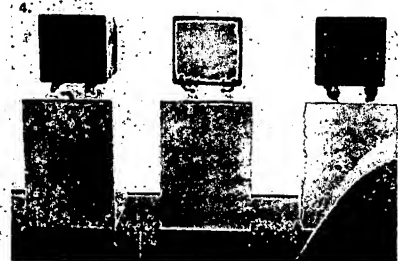
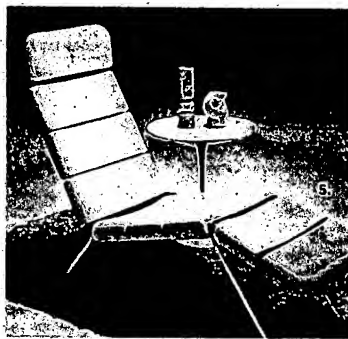


1.

Lounging on a Jelly Bean, With a Little Bounce



6.



SOFT gummy materials top the latest bar stools, chairs and loungers. Often they look and feel more like Jujubes than pieces of furniture. Even though the forms here are modern, they depart from the hard edges of midcentury modern design. "I don't like molded plastic; it looks too machined," said Jeanne Scandura, an architect in Philadelphia who prefers softer surfaces. In that vein, Ms. Scandura has made polyurethane cube-shaped stools, which have the feel of a smooth rubber ball.

1. A chair and ottoman by Andrea Valentini, a designer in Providence, R.I., fit together to become a 30-inch-high polyurethane foam egg. The Egg Chair, firm yet comfortable, is \$325 at the MoMA Design Store, 44 West 53rd Street, or at 61 Spring Street (Crosby Street); www.momastore.org or (800) 783-3187 (late summer delivery).

2. The steel-bottomed 32 Stool has a polyurethane foam swivel top. It is available in two heights (30 or 25 inches), four colors (yellow, orange, pale blue or dark gray), with a square or round seat, for a total of 32 permutations. They are \$219 each from Blu Dot; (612) 782-1844 (September delivery).

3. The Eva chair, by Lawrence and Sharon Tarantino, designers in Millstone, N.J., is for children 3 to 6 years old. It is 17 inches high, made of polyurethane foam and can be used indoors or out; \$50 at the MoMA Design Store.

4. A cube on rubber skateboard wheels, by

Lots of choices on the softer side of modern.

Jeanne Scandura, serves as a table or a stool. It is made of translucent cast polyurethane in three sizes: 12 by 12 by 13 inches high (\$590), 15 by 15 by 18 inches (\$670), or 32 by 15 by 19 inches (\$1,260). In red, orange, green, yellow or purple from Float; (215) 413-3122, or www.floatland.com.

5. The Kush Lounge, by Karim Rashid for the Italian company Zero Disegno, has a steel frame and polyurethane foam cushions, which come in white, light blue, yellow or apple green. The chair (\$1,500) works outdoors as well as indoors. A Kush side chair is \$550, and a stool is \$450; extra cushions are \$75. From Totem Design, 83 Grand Street (Wooster Street).

6. The Sculptural lounge chair by Andrea Valentini (\$1,295) is soft leather on an iron base. A throw pillow in the same material is \$150; www.andrea-valentini.com or (401) 467-7104.

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Mini-socket balls threaded on steel tubing add up to the "Bola" chair from Bazzart Toys.

BY PATRICIA DANE ROGERS
Illustration by Paul Sliefman

So Young, So Stylish

By Patricia Dane Rogers
Illustration by Paul Sliefman

Last year, Larry Mangel, one of three vendors showing kids' furnishings at the International Contemporary Furniture Fair, felt a bit like the Lone Ranger displaying his designer dollhouse and candy-colored chairs.

This year, he had plenty of company. More than a dozen designers and manufacturers showed up here with cool ideas for the small-but-mighty market. "There were so many of us, I was a little nervous about the competition," says Mangel, CEO of Philadelphia-based Bazzart Toys. He doesn't have worries: Exhibiting stacks of delight this year was a Bazzart chair made of bright red mini-socket balls, designed by Brazilian brothers Fernando and Humberto Campana.

The ICFF, an annual four-day trade fair held each May, is an occasion for designers, manufacturers and retailers—including buyers for design-savvy museum shops—to search out the best of the new from here and abroad. The crowds prowling the vast Jacob K. Javits Convention Center past side after side of sleek Italian kitchens and the latest in lighting this year also passed a tower of pin-size striped stacking chairs, translucent tables shaped like pyramids in hot pink, orange, turquoise and lime, and a wee wood chair from Denmark with sculptural backrest shaped like a walrus.

"Kids' furniture is finally catching up with the rest of contemporary design. It's about time," said David Sheerer, an owner of the two trend-setting Totem home furnishings galleries in Lower Manhattan. "ICFF is viewed as an adult show, so it was exciting to see so many real designers creating colorful, functional, quality furniture for kids."

Mangel is a prime example of the new breed of manufacturers catering to the booming toy market: He has seen the future, and it's under

See KIDS, Page 3

The Washington Post

Inside

- 3 Dads and their gadgets
- 6 Planted history at Dumbarton Oaks
- 7 Meandering melons

HOME

THURSDAY, JUNE 13, 2002

EXTRA
District Community
News Inside

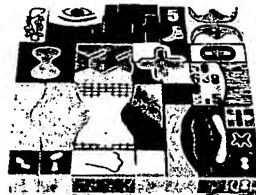
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THE WASHINGTON POST

THURSDAY, JUNE 13, 2002 \$5

EYE ON DESIGN

Design Talents Aimed at the Mini-Market



Rubber building blocks by Karin Rasmid for Bazzart Toys.

KIDS, From Page 1

For this spring's show, Mangel brought in more Rasmid designs, including rubber building blocks, a backgammon set and Kapeule storage tables in the same Day-Glo colors as last year's chairs.

There is such pieces as the red "Bola" soccer-ball chair by the Campana brothers, "Knock-Off Lamp" shaped like glowing bowling pins and a table with a reversible green or orange top by industrial designer Josh Owens, and a "Flip Clock" with a different image for every second and minute from Japanese artist Yoshitomo Nara, and Mangel figures he quadrupled his line in a year.

"It's great and so rewarding to make a product that makes everyone smile," said Mangel. "We really believe the world will be a better place if children and adults alike are surrounded by thoughtful design."

As with most furniture fairs, many products unveiled at ICFF were prototypes awaiting orders from buyers before going into production. Some are so new, they don't yet appear on company Web sites, but most—including the soccer ball chair—will be available through retail sources by fall (www.bazzart.com).

Another engaging kiddie design was a polycarbonate stool called "Baby Box" in sales colors—orange with a hot pink cushion or turquoise with turquoise—that glows from within when someone sits on it. It was shown by Totem (L.K., a British affiliate of the New York-based Totem Design Group LLC).

"Kids will make a beeline for it," predicted Sheerer, who said he was putting in an order (www.totemdesign.com).

Sheerer also admired "Case

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Bazzart Toys commissioned Karin Rasmid to design the colorful "Kapeule" storage chairs and tables as well as a chess set.

Kids," a line of rounded, modular pieces that included an adjustable desk/hutch combo that accom-modates a computer, several chairs including a rocker with drawers and storage cubbies and colorful stacking crates that hold toys for now, grow-up hanging files later.

"People underestimate kids and make cartoons, silly things for them," said the creator, Roberto Gil, a graduate of Harvard's School of Architecture and Design. "I try to get into children's minds and understand how they play, how they sit and how they react. They like things that move, places to put things, and holes

and slots just the right size for little fingers, so they can lift and pick toys up easily."

The storage crates are green and orange, were his latest invention—both functional and fun for play. "Kids could connect four of them with ropes," Gil said. "They could add crates and drag them around like a train."

The collection can be seen on his Case Kids Web site (www.casekids.com), and some of the pieces are already sold through Totem Design (www.totemdesign.com) and through the Museum of Modern Art (800-417-6002) or www.momart.org).

Success at events like ICFF is measured not only by what sells, but to whom.

Getting a nod from a museum shop carries a particular cachet. Sharon and Lawrence Thurnison, a New Jersey husband and wife architectural team trying their hand at design for children for the first time, just took EVA DVA (www.evadva.com), their new line of stacking chairs and benches made of a rubbery foam more commonly used for floor mats and lip-ops, was tapped both by MoMA and the San Francisco Museum of Modern Art to be featured in their catalogues.

"First time out, we hit the jackpot," said Sharon Thurnison.

Other child-size treasures at the fair:

• A scaled-down version 1950 classic: the Wishbone Chair by Danish master Hans J. Wegner manufactured by Carl Hansen & Son (www.carlhansen.dk).

• Eco-friendly branching chairs that look like tomatoes, pears and sunley lilies by Barry Bone of San Francisco (www.bonebone.com).

• "Gray, Mincey, Mincey and Mincey," a pastel quartet traditionally styled chairs sized for kids from Leland International of Ann Arbor, Mich. (Leland's president, Tim Norstrom, calls them "the kind of chairs that Martha Stewart might have wanted if she'd found them at a garage sale" (800-452-7310)).

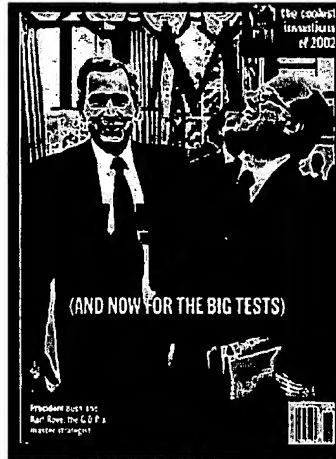
"Gray, Mincey, Mincey and Mincey," kid-friendly seating in washed plywood from Leland International.

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Time Magazine

18 November 2002

"Coolest Inventions 2002"



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around the house

TAKE A SEAT

No one ever bothers to reinvent the wheel, but chairs are another matter. Take the new EVA DVA Child Chairs, for example. Made of the same soft, nontoxic foam used in athletic mats, they come in vibrant colors and can be stacked like oversize blocks to create free-form sculptures or geometric room partitions. Available in 12 color combinations, including orange-red, green-blue and yellow-gray, the chairs are designed for children ages 3 to 6 but are supposed to be sturdy enough to hold adults weighing as much as 300 lbs. That might be a tight squeeze.

INVENTOR'S Lawrence and Sharon Tarantino, Tarantino Furniture
AVAILABILITY Now, \$80 a chair
TO LEARN MORE www.evadva.com

UNDER COVER

Are you having a love-hate affair with your blankets? Do you throw them off at 2 a.m. because you're too hot and then desperately cocoon at 6 a.m. to warm up? Perhaps you need Outlast's new Adaptive Comfort bedding. It introduces climate control where it counts—under the covers. The pillow, mattress pad and duvet cover look quite conventional—boring even, as they come only in white. But each is sewn with a layer of tiny capsules, called thermacules, that absorb, store and release heat as needed to regulate temperature. A version of this "phase change" material, originally developed for NASA for use in astronaut gloves, has appeared in ski boots, ski helmets and other cold-weather gear.

INVENTOR Outlast Technologies
AVAILABILITY Now, \$20 to \$100
TO LEARN MORE www.outlast.com

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Today Show

NBC

11 November 2002

"Time Magazine's Coolest Inventions 2002"

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Co-author Anita Hamilton with Al Roker, looking at some of the featured inventions.

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December /January 2003

"Baby Boom"

pages 192-197



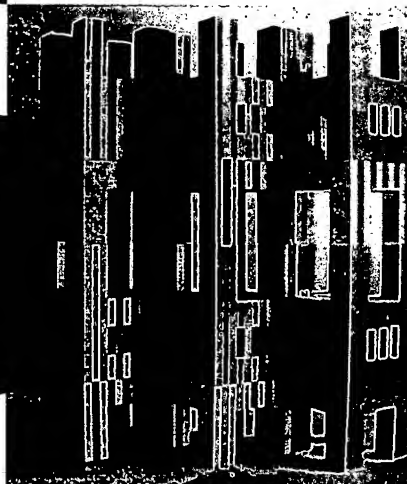
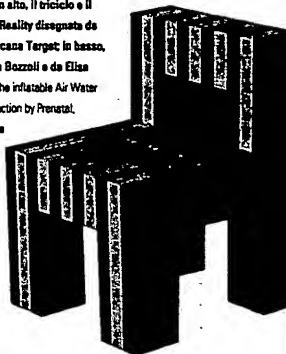
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moments and personalities that, according to Branzi, demonstrate an organic relationship between design and education. This is reflected in the products selected by Michele Zini, an expert on the design of community and children's spaces, after nearly three decades of collaboration between his studio and the educational services of Reggio Emilia (a reference point for education research centers all over the world). The selection included objects that are historical landmarks, such as those created by Bruno Munari, but also more recent products, furniture, toys but above all everyday objects conceived to adapt to an increasingly complex, nomadic family lifestyle, represented perfectly by the Plumcake Kids collection by Terry Pecora and the inflatable objects by MCA & Partners. This category of objects is unified by a curious factor: that of being created by designer-moms and designer-dads whose experience with parenting has made them aware of the serious cultural gap that exists in the sector of products for children. And there is also another shared factor, though a less positive one: these products have entered and exited production catalogues rapidly, and some have never been manufactured at all. "The design for the inflatable pouch - says Eliana Lorena of the studio MCA & Partners - even dates back to 1994. In that period we had produced a series of exhibitions on childhood for "Abitare il tempo": the first was on the concept of a fluid room, or the idea of an organic, soft, welcoming environment, the opposite of the rigid, orthogonal approach connected with the reasoning of industrial production; the next show analyzed, with reference to different cultural traditions, the possibilities of holding and transporting children against the body, something people were not as aware of in those days". Now the pouch will be produced by Prenatal; in the

In questa pagina: in alto, il marsupio gonfiabile Air Water di MCA & Partners che entrerà nella produzione Prenatal, dotato di grandi fori per essere utilizzato anche in acqua; in basso, la sedia Eva Ove di Tarantino Furniture. Nella pagina accanto: in alto, il triciclo e il bicchiere in plastica della collezione Starck Reality disegnata da Philippe Starck per la catena di negozi americana Target; in basso, la linea Baby Viceversa disegnata da Lorenzo Bozzoli e da Elisa Gargan con Terri Pecora. On this page: above, the inflatable Air Water pouch by MCA & Partners now to be put into production by Prenatal, with large openings for use in the water; below, the Eva Ove chair by Tarantino Furniture. Facing page: above, tricycle and plastic cup from the Starck Reality collection by Philippe Starck for the American retail chain Target; below, the Baby Viceversa line designed by Lorenzo Bozzoli and Elisa Gargan with Terri Pecora.





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CASANEWS AUS DEN USA

TEAMWORK IN NEW YORK

Der „Lighttank“ erinnert an einen Wasserspeicher, wie sie in den USA überall zu sehen sind – auch auf den Gebäuden von New York. Er leuchtet zum einen von Innen heraus, zum andern wirft er einen Lichtspot auf den Boden. Design wurde die Lampe von Alessandra Dini. Die gebürtige Italienerin gehört zum Team „New York Works“, einem Zusammenschluss von Architekten, Fotografen, Designern, Grafikern und Künstlern. NYW wurde 1996 aus der Taufe gehoben, als Antwort auf den urbanen und kulturellen Kontext, in den die Gründer aus aller Welt hineinkatapultiert wurden.



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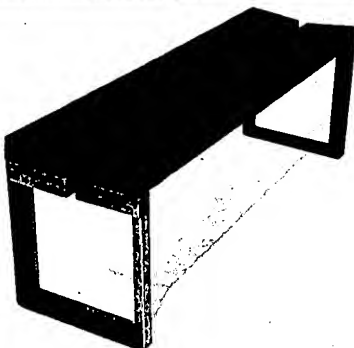
FUTURISTISCH

Laughing, Loving, Luscious Living
– Lachen, Lieben, sinnlich Leben –
so bringt Lushlife die Quelle der Inspiration auf den Punkt. Zur aktuellen Kollektion des kalifornischen Designerduos Daniel Stoller und Roz Hayes gehört der „Valentine Chair“. Weder Champignon noch Ufo regten zum Design des Schalenessels an. Die Initialzündung geht auf das Bild eines Wasserfalls zurück. Der spacie Sessel soll Assoziationen zu fließendem Wasser wecken. Die Polsterung besteht aus unverformbaren Polyurethan.

LUSH LIFE
672 S. AVENUE 21 #7
LOS ANGELES/ CALIFORNIA 90031
WWW.LUSHLIFEDESIGN.COM

EIN KINDERSPIEL Lawrence und Sharon Tarantino haben die Kinder entdeckt: mit „EVA DVA“ lancierten sie eine Stuhlkollektion für Kids. Dabei ging es ihnen um eine Neudefinition, denn was sie bei ihrer Recherche im Bereich Kindermöbel entdeckten, stellte sie nicht zufrieden. Weich, bunt und witzig waren Kriterien, die es zu erfüllen galt. Heraus kam ein waschbarer, stapelbarer Stuhl aus stabilen Schaumstoff. Das Leichtgewicht eignet sich zum Spielen für Drinnen und Draußen, der Schaum ist feuchtigkeits- und schmutzresistent. Passende Tische sind in Arbeit.

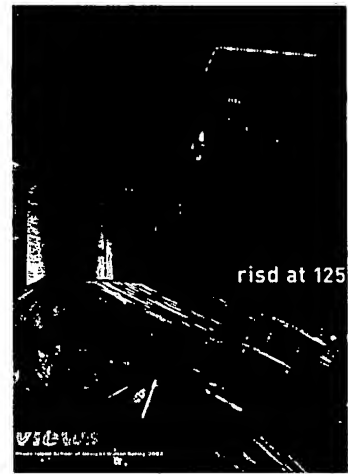
TARANTINO FURNITURE
1423 MAIN STREET
MILLSTONE/ NEW JERSEY 08876
WWW.EVADVA.COM



PETER MANN
66 WILLOW AVENUE
HOBOKEN/ NEW JERSEY 07030
WWW.MANNPETER.COM

BANKGEHEIMNIS Peter Mann hält nichts von Möbeln mit einer kurzen Lebensspanne. Er glaubt daran, dass sich die wahre Schönheit eines Möbelstücks erst im Alter und nach jahrelangem Gebrauch offenbart. Gemäß dieser Philosophie präsentiert sich die V-Bank in elementarer Eleganz. Die Balken der „V-Bench“ sind zur Mitte hin abgeschrägt und bilden von der Seite betrachtet ein V. Mann verwendete Stahl und massives Walnussholz, das er wegen seines schönen Schokoladentons und der Struktur aussuchte. Wer schon einmal einem Blick in Donna Karans Geschäft DKNY am West Broadway geworfen hat, wird sich an die Bänke erinnern.

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PRIVATE INITIATIVE

In 1877, at the time of its founding, RISD was responding to widespread discussion about the need for design education based on drawing and teaching the principles of art for industrial application. The Rhode Island General Assembly passed RISD's Act of Incorporation on March 22 - 11 days after the state completed a year-long study on whether Rhode Island should follow the lead of Massachusetts and mandate industrial arts education in the public schools. This detailed state document reports on curricular initiatives in Europe and elsewhere in the US, and emphatically notes that the intended goal is not to teach specific trade skills. "What is desired [instead] is some system that will teach the arts, which underlie many industrial occupations," the report stated. This would be achieved by providing instruction in drawing since it was considered the "indispensable basis" for understanding art, design and visual concepts.

along with providing "workshops as a coordinate branch with the mental training in the higher grades."

Unlike Massachusetts, the state of Rhode Island chose to stand back and let this initiative be tested in the private sector. This hands-off approach to state funding for education was not new; indeed, Rhode Island had always been slow and late to commit to the idea of publicly funded education. A state board of education was not created until 1870 and it was not until about 1872 that the state had fully funded "free" public schools. Thus, RISD was founded on private initiative in part because of particular local conditions that relied more heavily on philanthropic efforts than state funding — a fact that is one of the keys to RISD's longevity and success.

In the summer of 1878, as RISD prepared to open its doors for the first time, a three-member planning committee — founder

Helen Metcalf, General Assembly member Claudius Farnsworth (who had just completed the above-mentioned study) and architect/draftsman/education activist Clifton Hall — based its curriculum on the model of its Boston neighbor, the Massachusetts Normal Art School. The RISD mission statement, probably written that same summer, distills the vision of a design school advocated by Normal Art's headmaster, Walter Smith, possibly the most important champion of design education in the US at the time. It states that RISD's mission is:

"First. The instruction of artisans in drawing, painting, modeling and designing, so that they may successfully apply the principles of Art to the requirements of trade and manufacture;

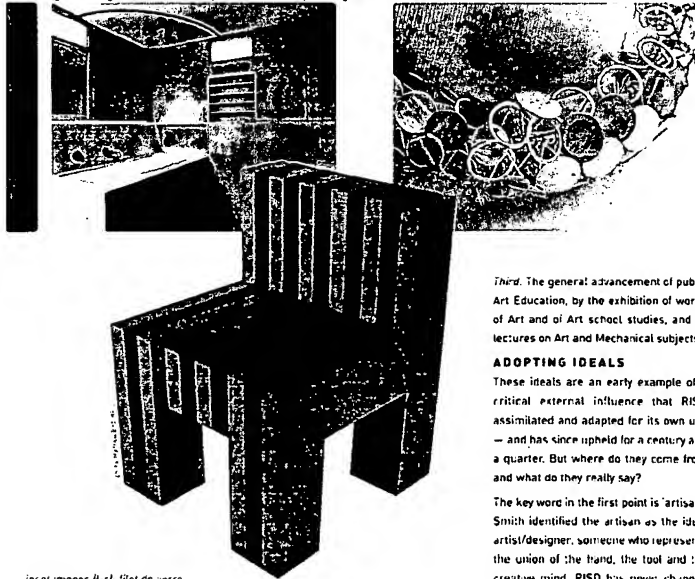
Second. The systematic training of students in the practice of Art, in order that they may understand its principles, give instruction to others, or become artists;

The key idea implied in the third point is a united school and museum. Although [the museum] passively teaches by example and through the display and preservation of eclectic records... while the school actively instructs, the two are seamless," Smith wrote. He preferred the model of South Kensington to the British Museum, a difference he likened to that between an egalitarian school where everyone could go to be educated and a tomb. He saw a collection as an integral part of a "living" school. In the 1870s and '80s, there was no separate room at RISD specified as a museum, but the school displayed casts of great works of art and other exhibitions throughout its studios. This changed as collecting practices changed in the US and by the 1890s RISD had dedicated galleries in its first permanent home — the Waterman Building — to centralize displays.

At its founding, RISD's idea of a museum was identical with museum and collecting practices across America, especially those of the many school/museum combinations that sprang up after the Civil War. As education historian Joyce Lohmann has shown, however, few of these exist today because of tensions between fine art museums and schools that arose in the early 20th century, in tandem with new ideas about the artist as a genius, not an artisan. RISD has its tensions in this regard, too, but it is remarkable that it has dealt with this productively through a flexible, adaptive, layering approach to change.

It's this approach that RISD shares with the very disciplines it teaches: art and design involve creative process, which by its very nature requires thoughtful, productive change over time. RISD's longevity and uniqueness are due to the process by which each successive wave of students, teachers and administrators has built upon a foundation and adapted to changing times without erasing the past. An attic can be locked to keep out the present, but it can also be a means of preserving the past. This can be a good thing because you never know when you might need to rummage.

Nancy Austin is an independent design historian who has taught at RISD and Yale, and is writing a book entitled *Industrialization and the Language of Art and Design: A Case Study of the Museum of Design at RISD, 1877-1977*. This article is adapted from a presentation given at the Founder's Day Forum held on March 20, 2002 in the RISD Auditorium.



Inset images (l-r): Slot on green glass bowl by Toots Zynsky '73
GL vase by Will Prindle MID '78
Harvest II (2001) scarf by Jeung-Hwa Park MFA '00 TX
bathroom with moveable walls by Kuth-Ranieri Architects (Byron Kuth BAR '86 + Liz Ranieri BAR '86)
EVA-DVA foam chair by Tarantino Furniture (Sharon Tarantino '80 TX)
18k yellow gold necklace by Seung-Hae Lee MFA '98 JM

Third. The general advancement of public Art Education, by the exhibition of works of Art and of Art school studies, and by lectures on Art and Mechanical subjects."

ADOPTING IDEALS

These ideals are an early example of a critical external influence that RISD assimilated and adapted for its own use — and has since upheld for a century and a quarter. But where do they come from and what do they really say?

The key word in the first point is "artisan." Smith identified the artisan as the ideal artist/designer, someone who represents the union of the hand, the tool and the creative mind. RISD has never changed this first objective.

The key concept in the second point is studio and shop practice as a means of understanding principles of art. Smith was emphatic about the fact that shops were for instruction, not construction; they were for teaching "thinking makers."



12

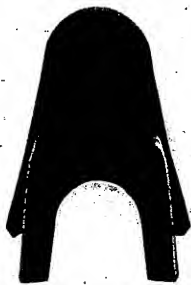
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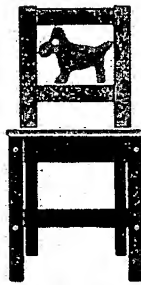
CHILD BROWSER

Kidstyle

By Amy Gerber • Photography by Edward Audeo



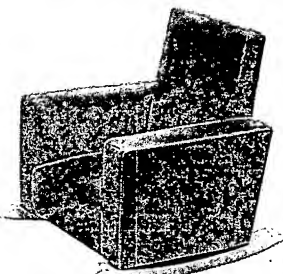
TICKLED PINK Heavy-duty plastic works well at an art table. The Container Store, \$6.



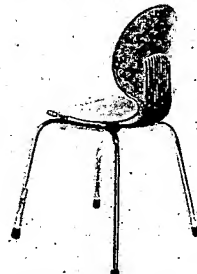
PUPPY POWER This charming cutout will have little animal lovers barking for joy. Ikea, \$20.



BOTTOM LINES Two-toned foam furniture is lightweight and portable. MoMA Design Store, \$80.



ROCK ON Toddlers will love rocking and relaxing in a cool vinyl chair of their own. Baby X, \$265.



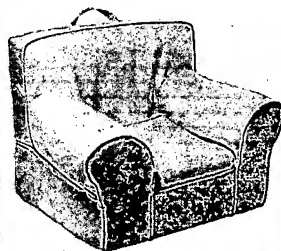
SHEER MODNESS Retro style complements a hip kid's playroom. The Terence Conran Shop, \$34.



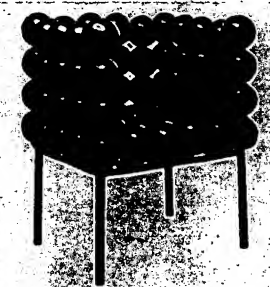
STOWAWAYS Simple stackers are a great space saver. Educational Furniture Inc., \$190 each.



LAID BACK This sleek chaise longue folds up into a cute cube ottoman. Umbra, \$100.



COZY CLASSIC Plush padding creates a perfect place for reading. Pottery Barn Kids, \$129.



BALL BEARINGS Over 70 foam "cushions" form this versatile sculpture and seat. Bozart, \$750.

SITTING PRETTY

The newest designs in
kid-size chairs are fun and funky and add pizzazz to any space in your home!

March 2003

"hot seats"

page 57



13

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May 2003

"Compendium, Are you sitting comfortably?"

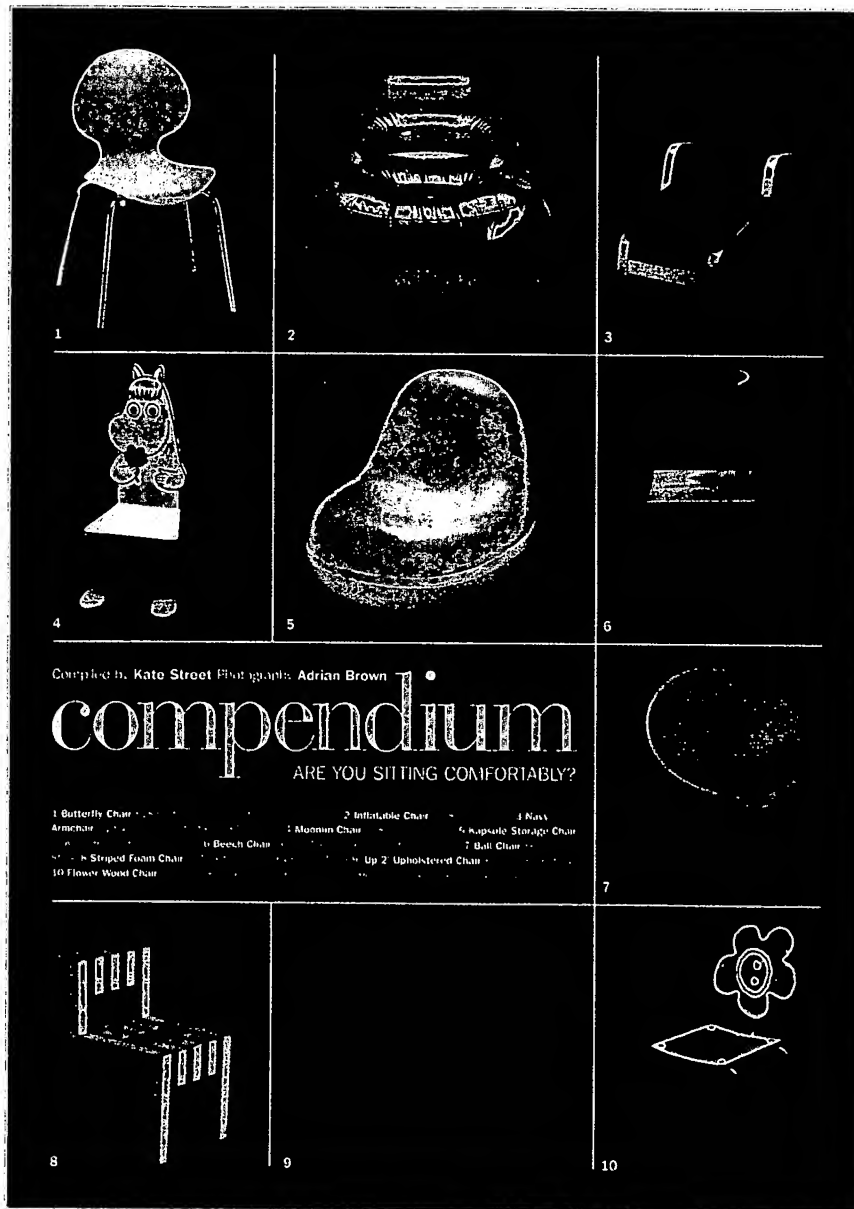
page 56



14

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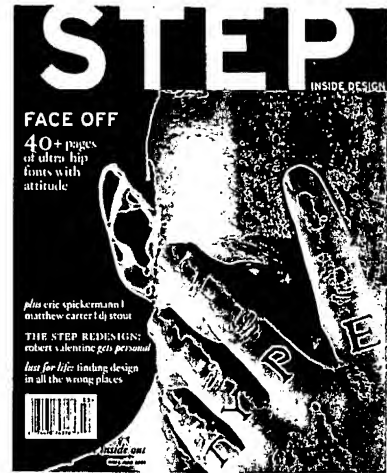
Junior

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May / June 2003

"Soft & Hard Wares: The Latest and Greatest Tools"

page 110



15

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soft & hard wares

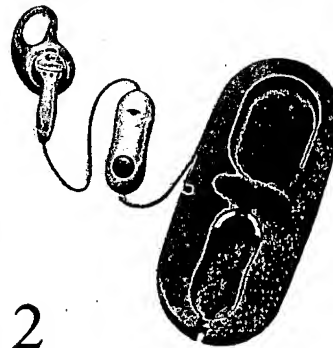
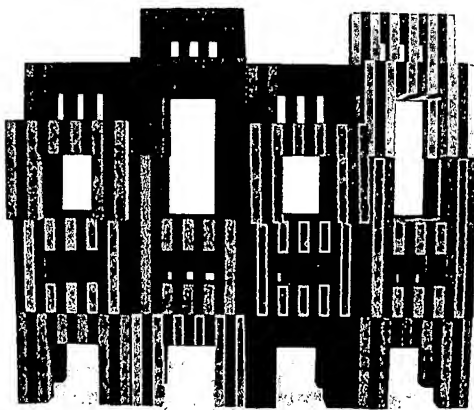
THE LATEST AND GREATEST TOOLS

1

SMALL-SCALE DESIGN

Even your clients' kids deserve great design. That's where EVA DVA children's furniture comes in. Developed by the architect/designer team of Lawrence and Sharon Tarantino, the chairs, tables, and benches are made of soft, nontoxic foam (think flip-flops and mats) which makes them stackable ... and strong. Available in 12 striped color combinations, such as orange-red or yellow-gray, they add a touch of kid-like sensibility to the office.

EVA DVA Child Chair, \$80, www.evadva.com



2

SNUG FIT

Logitech's latest models of hands-free headsets have comfort in mind. Designed to look good, stay put, and be comfortable, the Mobile Earbud Premium headset is for "family connectors" (as opposed to the teenager and road warrior versions). It comes with soft FlexLoop cushions in four sizes for a comfy fit, and includes a discreet, inline omni-directional microphone. It also has a multifunction switch to quickly answer and end calls, and a cable management system so you can take it with you. There are four versions to ensure compatibility with most mobile phone models.

Mobile Earbud Premium headset, \$19.95, 800.231.7717, www.logitech.com



3

SOUTHWESTERN FLAIR

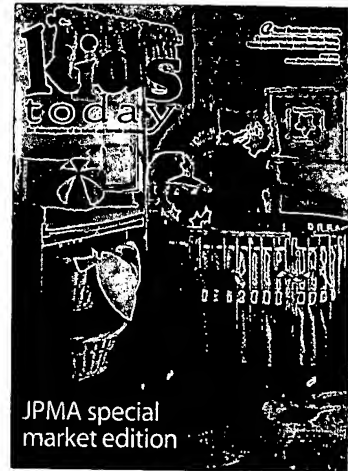
We bet you still have a boring magnetized box on your desk to house paperclips. Are we right? Spice up your workspace with Topdeq's Mr. Cactus, a 5 x 2½-inch rubber magnet. The best part? No watering required.

Mr. Cactus, \$15, 866.876.3300, www.topdeq.com

May 2003

"Products on Parade"

page 77



16

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May 2003 kids today 77

Products on Parade ©

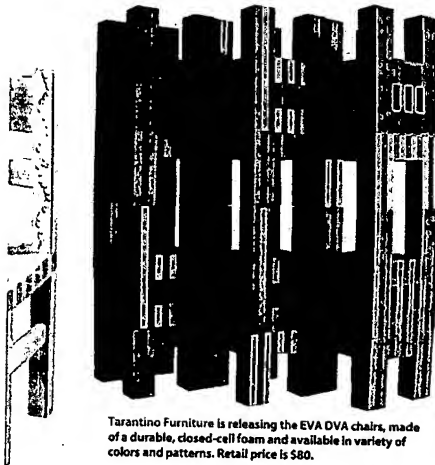
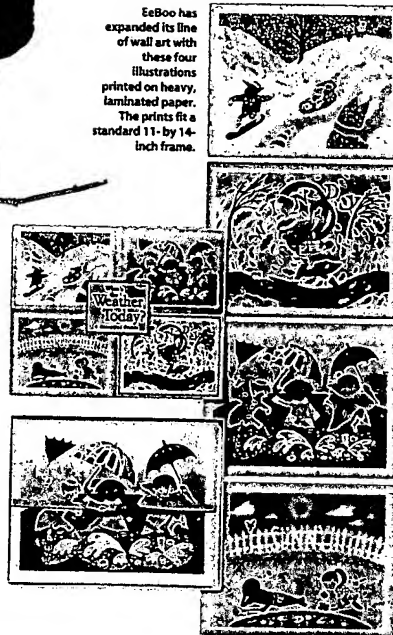


Bosley the dog from Purr-Fection is a possible model for extra fun.



The Spelling Bee Travel Bag from Pockets of Learning features plush, pull-out letters for spelling fun.

EeBoo has expanded its line of wall art with these four illustrations printed on heavy, laminated paper. The prints fit a standard 11- by 14-inch frame.



Tarantino Furniture is releasing the EVA DVA chairs, made of a durable, closed-cell foam and available in variety of colors and patterns. Retail price is \$80.



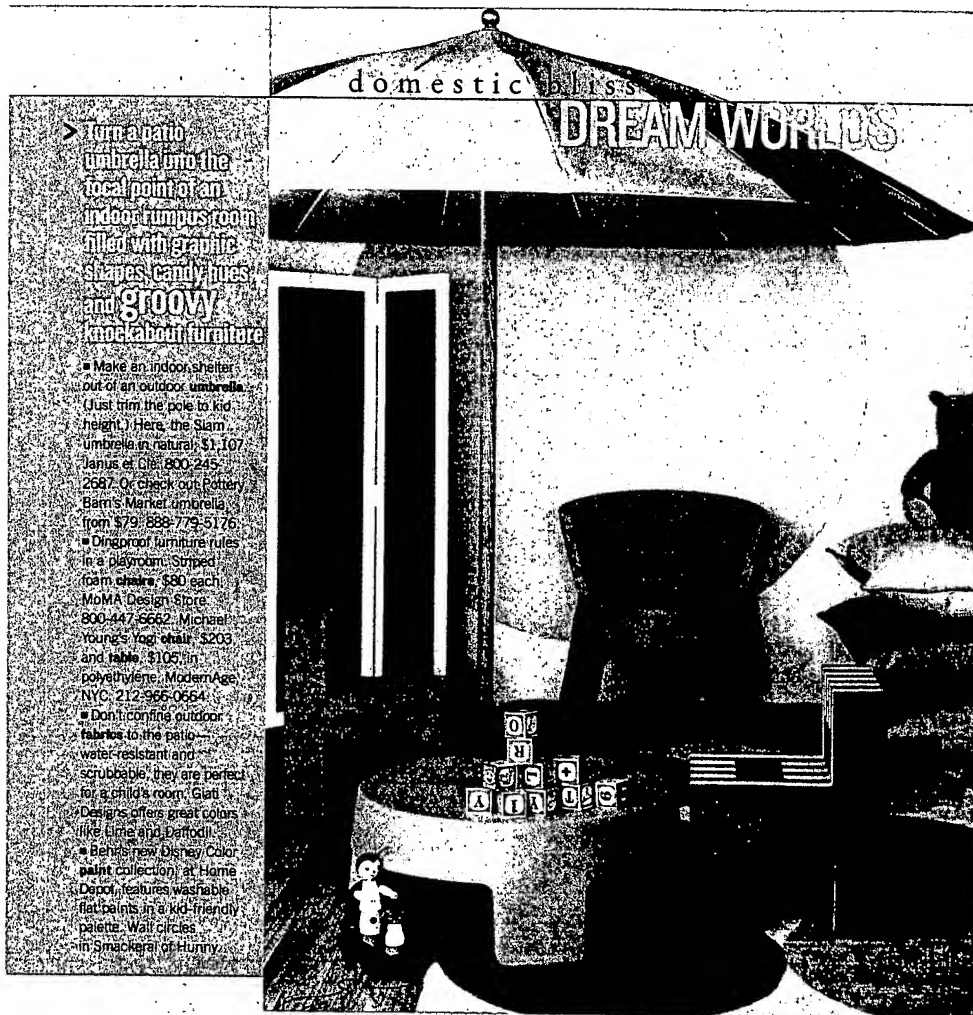
Sunset Trading's Fairfield Collection, made of solid pine and pine veneers, is finished in distressed natural pine and accented in metal and features bun feet detailing.

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> Turn a patio umbrella into the focal point of an indoor rumpus room filled with graphic shapes, candy hues, and groovy knockabout furniture

- Make an indoor shelter out of an outdoor umbrella. (Just trim the pole to kid height.) Here, the Siam Umbrella in natural, \$1,107. Janus et Cie, 800-245-2687. Or check out Pottery Barn's Market umbrella, from \$79. 888-779-5176.
- Dingproof furniture rules in a playroom. Striped room chairs, \$80 each. MoMA Design Store, 800-447-6662. Michael Young's yog chair, \$203 and table, \$105, in polyethylene. ModernAge, NYC, 212-966-0664.
- Don't confine outdoor fabrics to the patio—water-resistant and scrubbable, they are perfect for a child's room. Glatt Design's offers great colors like lime and parrot.
- Behr's new Disney Color paint collection, at Home Depot, features washable flat paints in a kid-friendly palette. Wall circles in Smackeralot Hurray.

> Who says sophisticated furniture doesn't belong in a child's room? A classic daybed and slipper chair will grow with your daughter

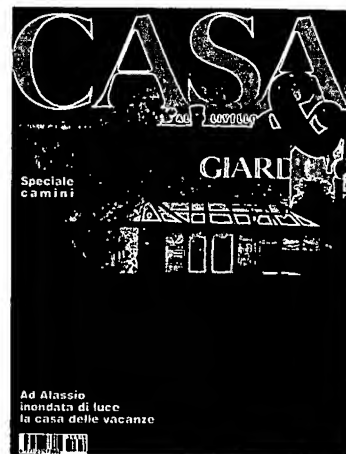
- Invest in children's furniture with grown-up style. A daybed could one day be moved to a hallway, while a child's slipper chair has the right scale for a bathroom. Gustavian bed and Emma chair, Country Swedish; white acrylic cube, Albizzi Design.
- Black-and-white with pink is so very Eloise. On the chair and walls, Jasper Conran's mod Daisy fabric.
- Brera cotton/linen in cerise on daybed. Both... Designers Guild through Osborne & Little.
- Start a teacup collection. Christian Lacroix's cups and saucers, \$60 each, are too fragile for play, but can come out for special occasions. Christofle, 877-728-4556.
- What's a tea party without a guest? Piglet, \$18, and other stuffed creatures, FAO Schwarz, 800-426-8697.

September 2003

"Salone Satellite 2003:

Bellezza e Funzionalità nel Design piu' Giovane"

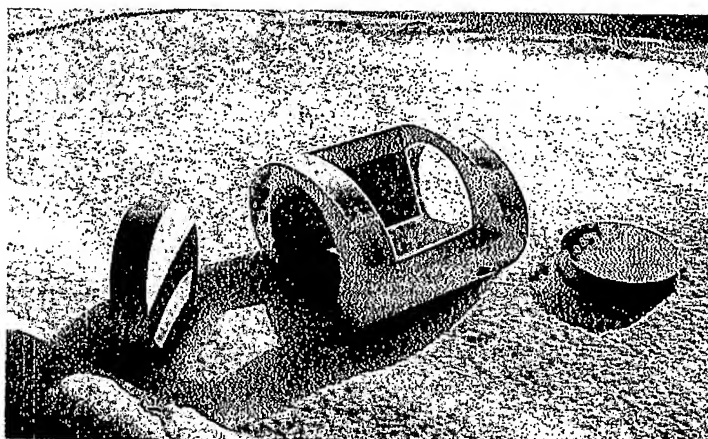
page 74



13

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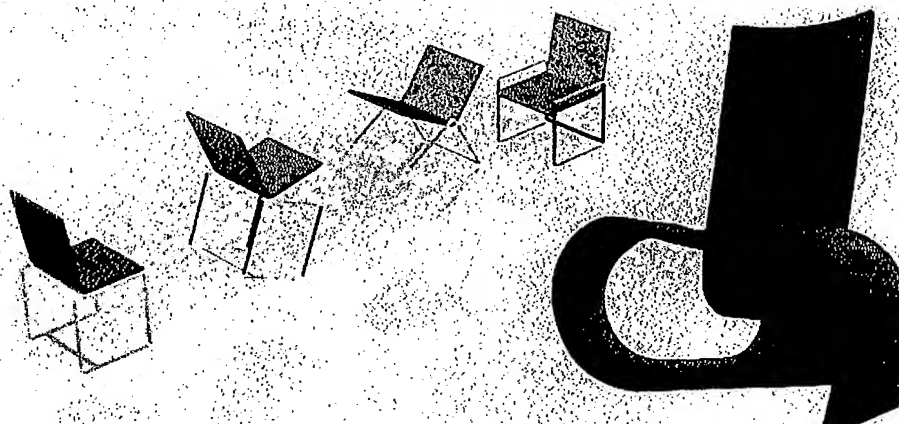
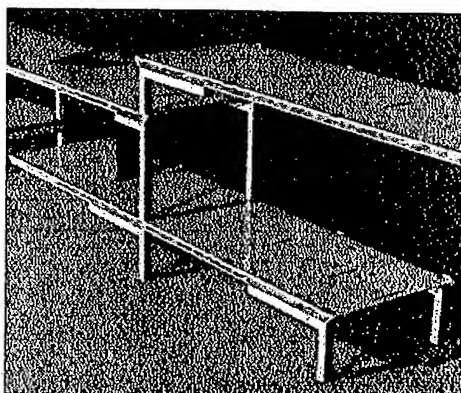
A fianco:
Modello: Egg Roll
Design: Sharon & Lawrence
Tarantino
"Egg Roll" è un'originalissima
sedia a dondolo per bambini.
La sedia realizzata in EVA (espanso
a celle chiuse) è una delle ultime,
bellissime, creazioni di questi
designer che, già da qualche
anno, si occupano di oggetti
d'arredamento per bambini.

Sono:
Modello: Libreria Modulare
Design: Constantinos Housoglou
La filosofia delle creazioni
di Constantinos Housoglou
è la praticità, la leggerezza
e la facilità di trasporto.
Si tratta di arredare lo spazio
in modo semplice ma esteticamente
pregiato e concretamente
agevole. La libreria modulare
con scaffali integrati è in acciaio
rivestito in polvere.

Nella pagina accanto in basso:
Modello: Otto
Design: Inzi Mutlu
Questo bellissimo divano nasce
dall'ispirazione dovuta alle
importanti sedute che si trovano
nel palazzo Topkapi ad Istanbul.
La sua caratteristica risiede
in quella particolare struttura
che armonizza il divano
e la mente speciale.

Sono:
Modello: 2Sides
Design: Out Design
Una sedia che assume due confi-
gurazioni (sedia o poltroncina)
mediante un semplicissimo sistema
di conversione. La reciproca rota-
zione della struttura e del sedile
determina la variazione della quota
di seduta (33/43 cm) nonché un
cursivo rapporto sedile-schienale.

Sotto a destra:
Modello: Sedia 101
Design: Helen Kourouris
Nessuno è uguale a qualcun altro,
cavi la designer ha voluto che
ciascun individuo che si imbatteva
in questa sedia si concentrasse
sulla propria sensibilità nei suoi
confronti, il conflitto di nuove
esperienze. Questo progetto
rappresenta per la sua creatrice,
come lei stessa ha affermato,
un'estensione del paesaggio
naturale. Una trasformazione
dei fluidi, da ogni angolo, la sedia
è alla ricerca di interazione,
tattilità e giovinezza. Sedia 101
è nata dalla fusione tra disegno
e scultura, fusione che si è realizza-
ta in una forma assolutamente
funzionale e confortevole, forma
per altri caratterizzata da una
decisa originalità estetica.



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